# FaceTrace®

# USER HANDBOOK

brainjuicer®

Zappi Store

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# WELCOME PAGE

## Welcome!

This evolving document will serve as a guide to allow you to get up to speed on the **FaceTrace®** tool.

The goal of this handbook is to help familiarize you with **FaceTrace®**, the configuration and order procedure as well as give you an overview of the **FaceTrace®** report.

Please feel free to get in touch with us with any questions or feedback on this user guide.

Sincerely,

**ZappiStore & BrainJuicer**

# TOOL OBJECTIVES

Measure emotional reaction to just about anything: brands, claims, names, concepts, products, packaging and ideas, using an automated, self-serve version of BrainJuicer's award winning **FaceTrace®** method.

## THE BENEFIT OF MEASURING EMOTION WITH FACETRACE®

If we feel nothing, we do nothing! Behavioural science teaches us that System 1 emotional responses guide our subsequent behaviour, so emotional measurement is at the heart of 5-Star marketing, communications and NPD. Traditional, rationally-based research, particularly in a stripped down DIY solution, doesn't even get close to the emotional insight needed to guide you to successful progression of your ideas. If you need speed, cost effectiveness and reliability, FaceTrace® is the only validated, System 1 solution for testing the emotional impact of your marketing and NPD.

## EMOTIONAL PROFILES

Emotion is the best predictor of how consumers will behave. Uncover your consumers' emotional reaction by profiling on 7 basic emotional states and find out what made them feel that way. These seven universal emotions (Surprise, Happiness, Sadness, Fear, Anger, Disgust and Contempt) represented by faces, are based on the work of the renowned psychologist Paul Ekman. We add Neutrality: Feel Nothing, Do Nothing . . . which is the last thing you want consumers to feel about your marketing, concepts, packaging or new product ideas!

What you get:

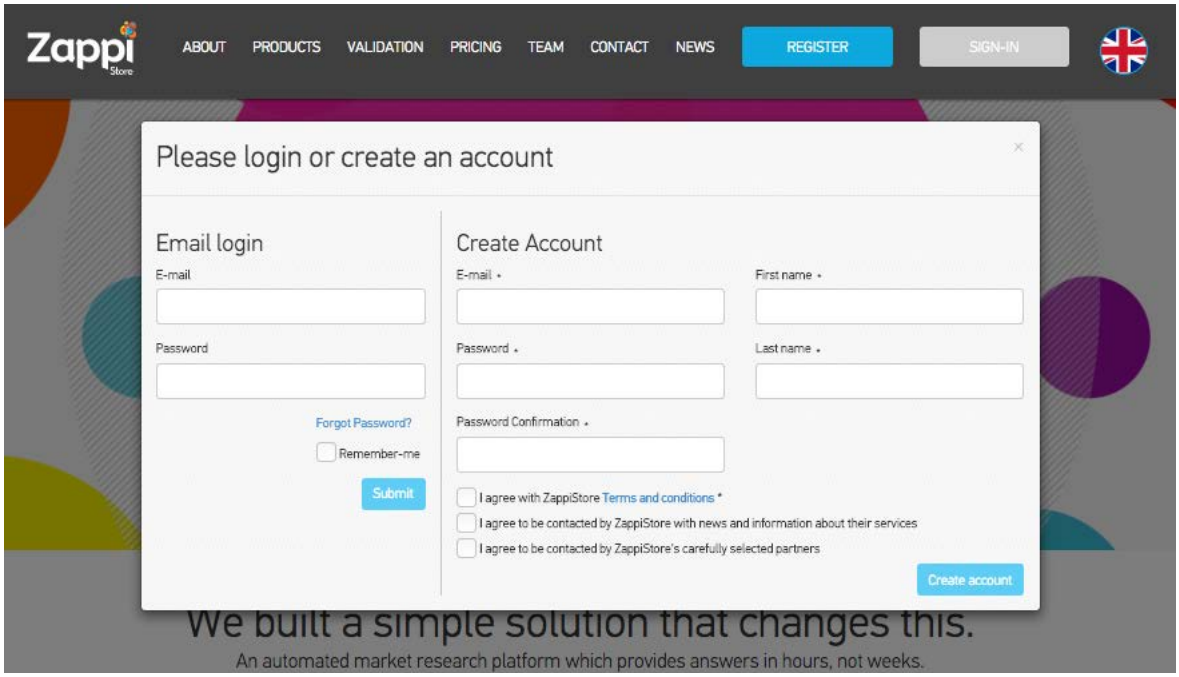
- Ranking by emotional response.
- Emotional profiles – Find out what made your consumers happy, sad, angry, surprised and more.
- Overall Emotional Intensity scores per item tested.

## THE WHYS BEHIND THE WHATS: CONSUMER VERBATIMS, CATEGORIZED BY EMOTION

BrainJuicer's proprietary MindReader® technique also yields authentic consumer qualitative input, revealing what lies behind consumers' feelings, by probing on open-ended responses using a qualitative, self-coding, laddering technique.

# YOUR ACCOUNT

## CREATING AN ACCOUNT




To order, you will need to have a ZappiStore account. Follow the steps to create an account :

1. Go to www.zappistore.com and click on the **'Register'** button in the top right-hand corner of the screen
2. Fill out the required information
3. Click **'Create account'** and a validation email will be sent to your email address

## SIGNING IN TO YOUR ACCOUNT

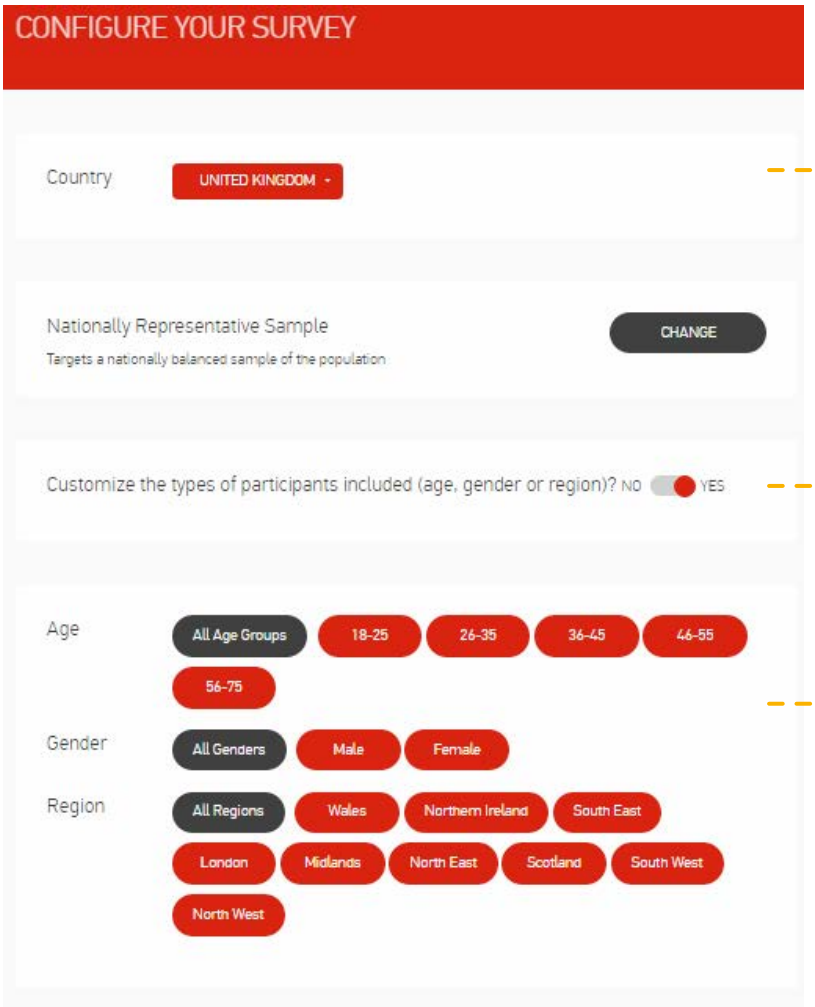
Follow the below steps to sign in to your ZappiStore account:

1. Go to www.zappistore.com and click on the **'Sign In'** button in the top right-hand corner of the screen
2. Enter your email and password and you will be signed in to you ZappiStore account

## ORDERING FACETRACE®

1. Once logged in to your ZappiStore account, click on the **'Products'** button in the top left-hand corner of the screen
2. Find the product you are looking to purchase and click the **'Get Started'** button to begin configuring your order

## CONFIGURE YOUR SURVEY




Select **Target Country** – To select your market, click on the **Drop Down Arrow**. Either search for your market in the list provided or start typing your required market for a quicker search. These options will appear after clicking the **Drop Down Arrow**. See here for available markets.

**Target Groups** – Click **'Change'** to select from available options in your country. *Contact your local Client Excellence associate if your required target group is not available.

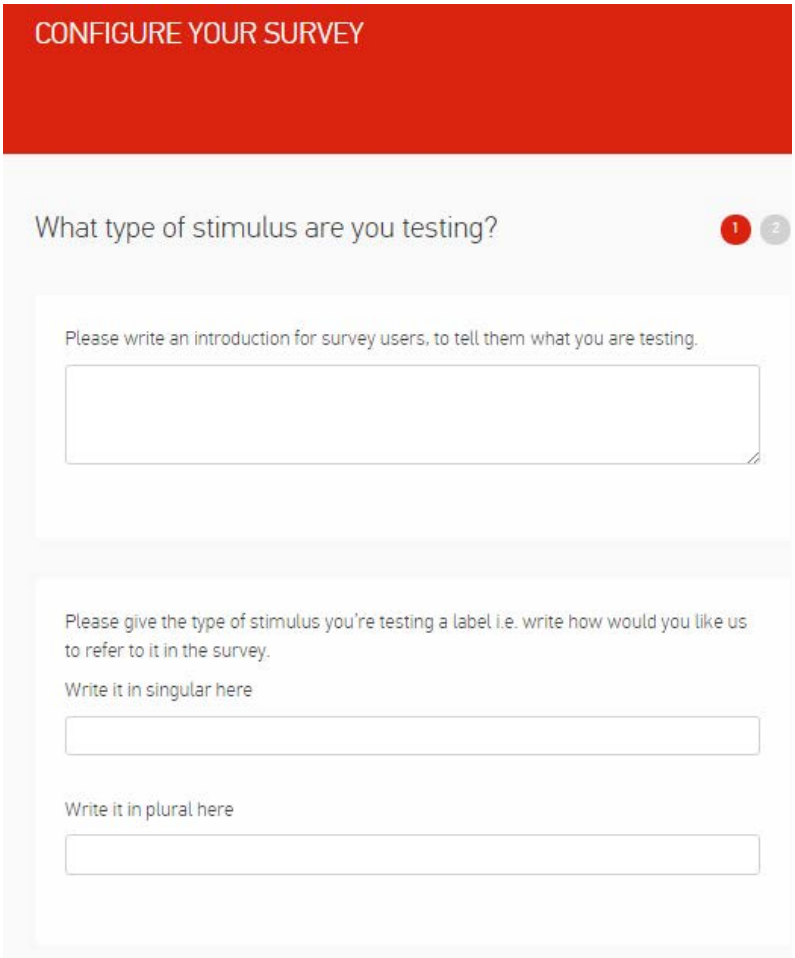
Select **Age, Gender, Region Groups**.

- Pricing will automatically change based on the incidence rates of any given behavioural target and changes to sample size.

Click **'Continue with these Choices'**.

*N.B. In order for multiple pieces of stimuli to appear in the same report, all must have the same survey questions, targeting, etc. If this information varies by stimulus, it will be necessary to configure each as its own test.*

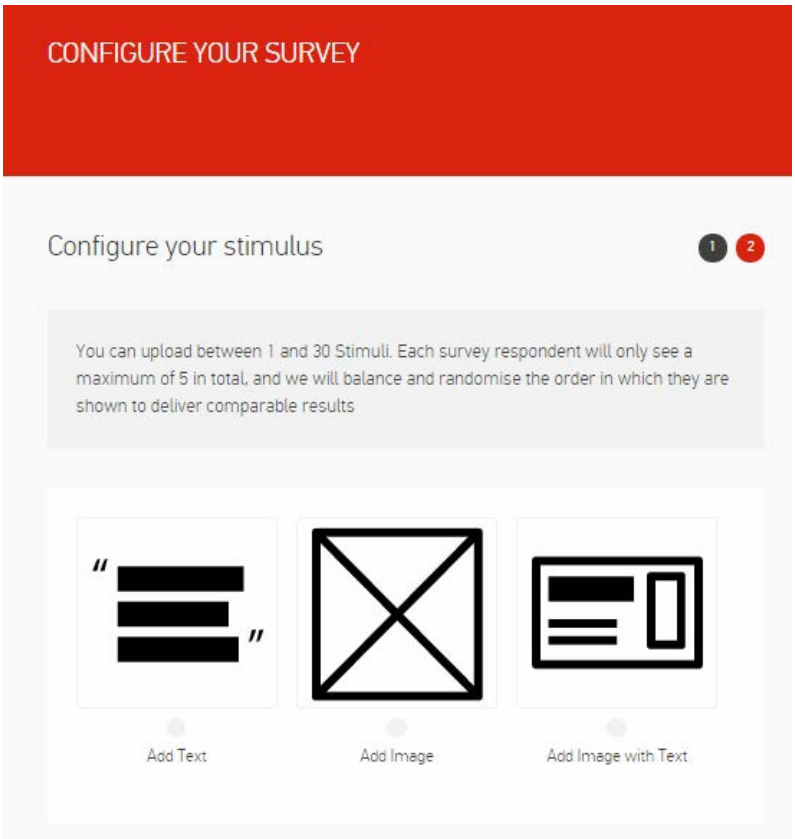
# CUSTOMIZE YOUR SURVEY




**Unless otherwise specified, all typed survey inputs should be written in LOCAL LANGUAGE for the country in which fieldwork is taking place.**

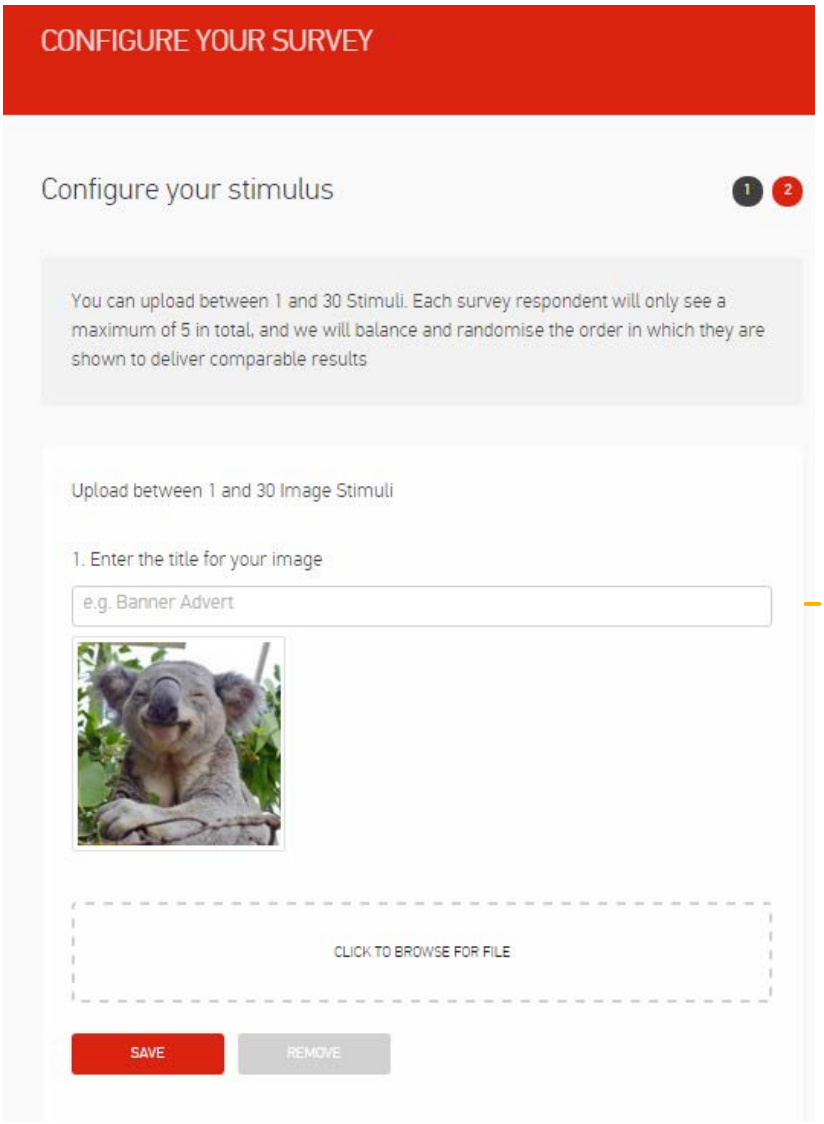
Give a brief **introduction** of your stimulus. This will be seen by survey respondents.

**Name your stimulus.**




Choose your **stimulus type and upload your stimulus/(i)**.

Click **'Next Step'**.



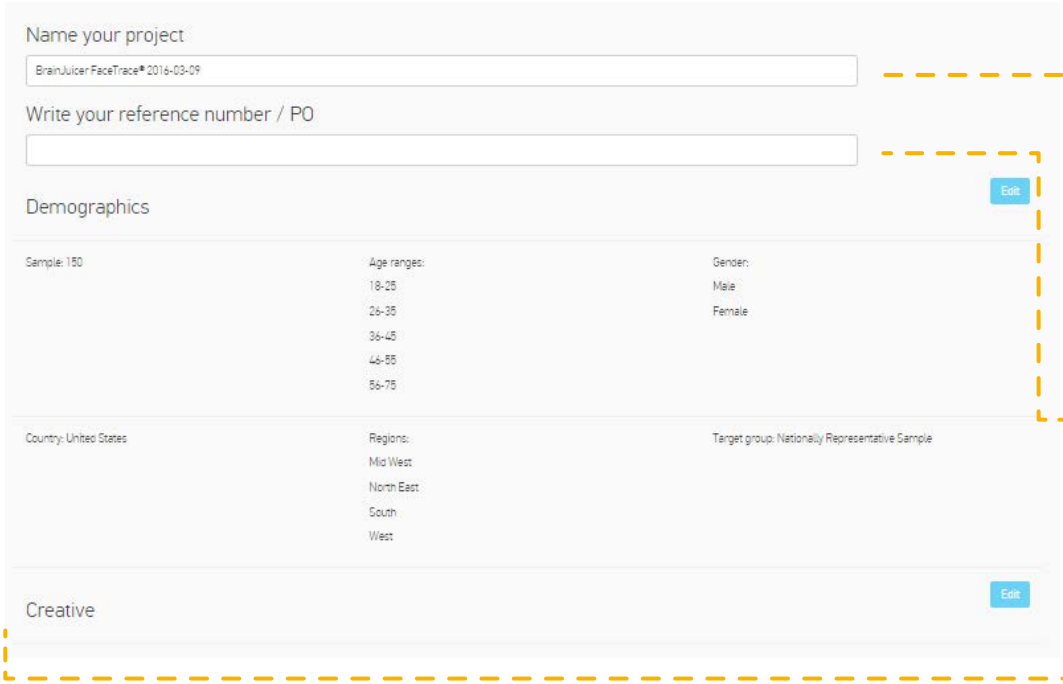

**Upload & title your stimuli.**
Your title will be for your reference only, so does NOT need to be in local language.

You can repeat this process for up to 30 creatives.

Pricing will automtatically change depending on the number of creatives.

Click **'Next Step'**.

# FINAL CHECKS: LAUNCHING YOUR SURVEY



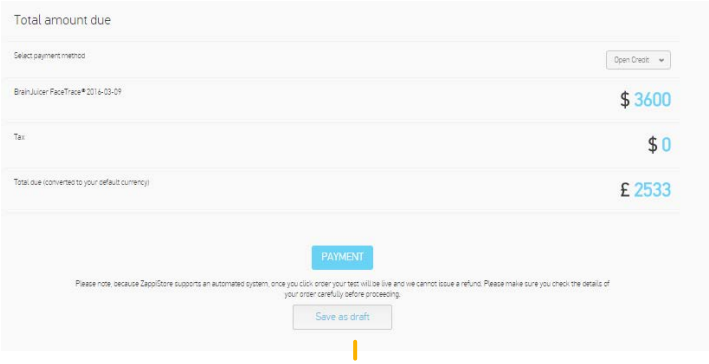

**Name** your project. Standard naming convention: 'Country ISO; Brand Name; Project Name; Zappi Tool; Date'

e.g. 'BrainJuicer FaceTrace® 2016-01-25'.

Add your **Reference** or purchase order number if paying by open credit.

**Verify** that all information entered is correct. If errors were made, click 'Edit' and amend.

# LAUNCH THE PROJECT



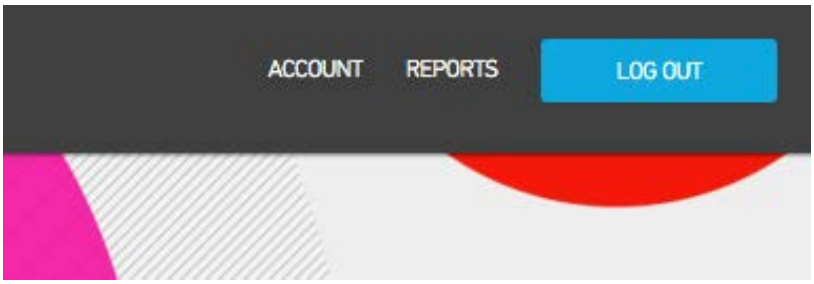

- Credit Card – select payment type as **'Credit Card'** and click **'Payment'**. You will then be directed to a secure card payment application
- Open Credit – simply select payment type as **'Open Credit'** and click **'Payment'**. When your survey is complete we will invoice you

Contact your local Client Excellence associate if you would like open credit added to your account.

- If someone from ZappiStore has informed you that this project will need to be run manually, click **'Save as Draft'** and contact your Contact your local Client Excellence associate.

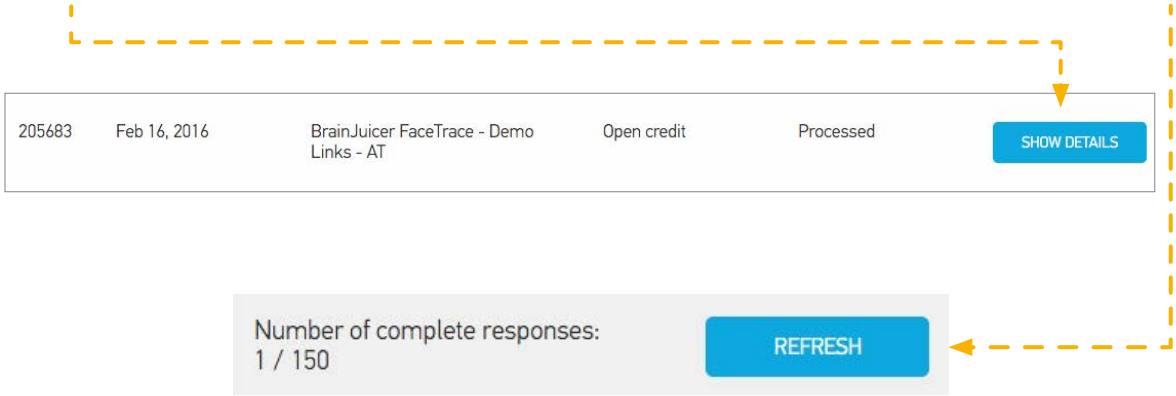
# MONITOR FIELDWORK PROGRESS

To monitor fieldwork progress, log in to your ZappiStore account and click on the **'Account'** button in the top right-hand corner of the screen.




Click on the **'Orders'** button to view your order history.

Click the **'Show Details'** button next to the relevant order, scroll down and view the **'Number of complete responses'**.



# REPORT SECTIONS

1. SUMMARY CHART

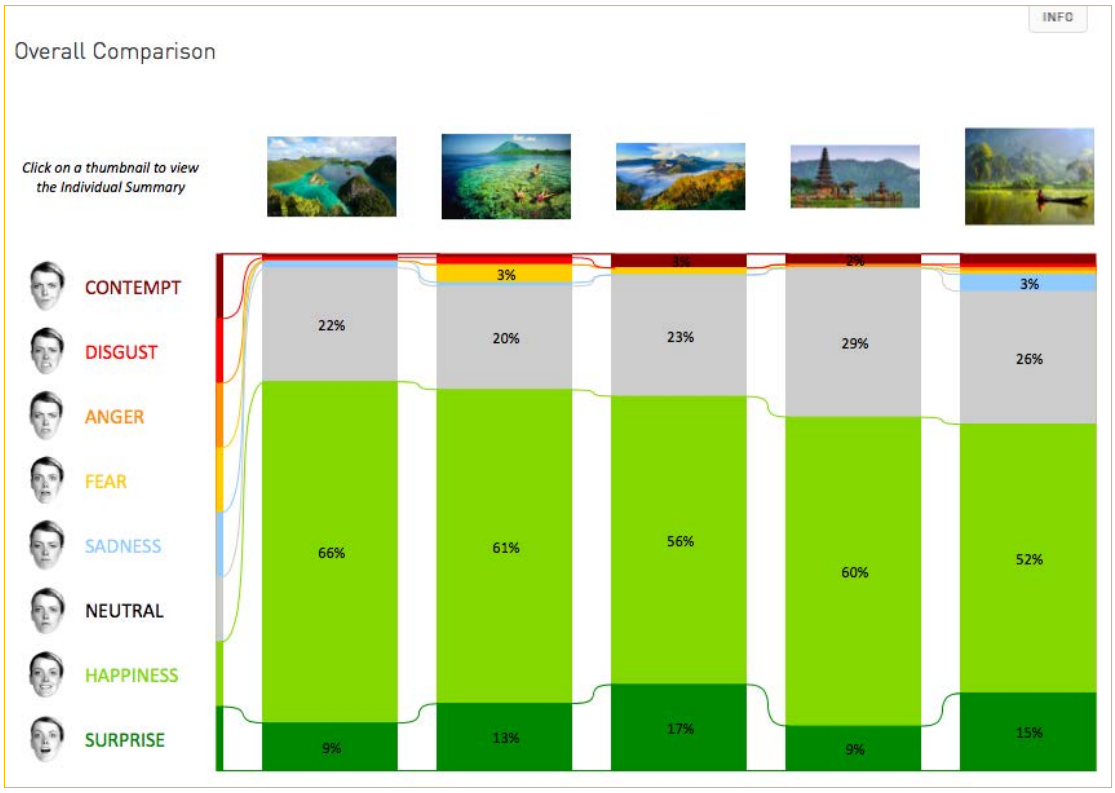
   FaceTrace® quantifies the proportion of consumers who felt any of Ekman's 7 universal human emotions (plus Neutrality).

2. INDIVIDUAL CHARTS

   Consumer verbatim, split by emotion. BrainJuicer's proprietary MindReader® technique adds richness by gathering respondents' reasons for emotion – in their own authentic words, warts and all!

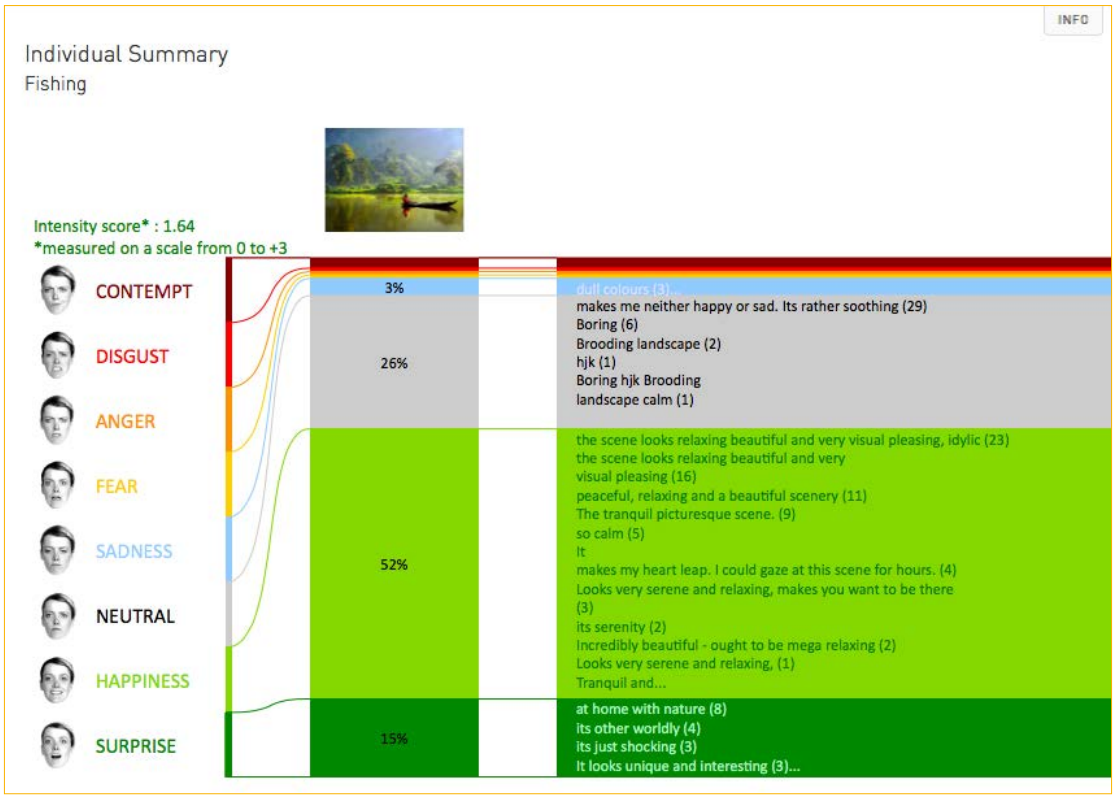
# 1. SUMMARY CHART

FaceTrace® quantifies the proportion of consumers who felt any of Ekman's 7 universal human emotions (plus Neutrality).



# 2. INDIVIDUAL CHARTS

Consumer verbatim, split by emotion. BrainJuicer's proprietary MindReader® technique adds richness by gathering respondents' reasons for emotion – in their own authentic words, warts and all!



# GUIDE TO NAVIGATING THE REPORTS INTERFACE

ACCESSING YOUR REPORT

SEARCHING FOR OTHER RELEVANT REPORTS

USING THE ROADMAP

HOW TO FILTER

CONFIGURE

DOWNLOAD OPTIONS

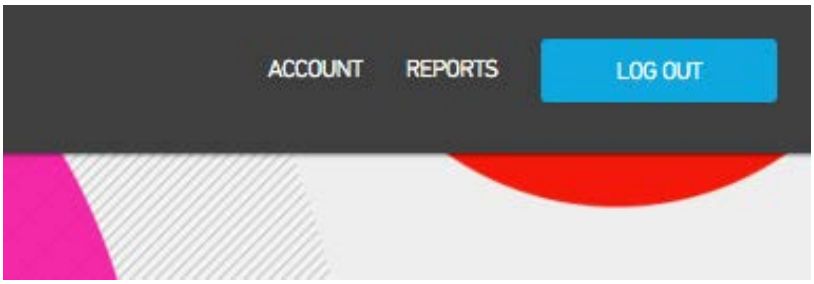
FINDING YOUR BASE SIZE

# ACCESSING YOUR REPORT

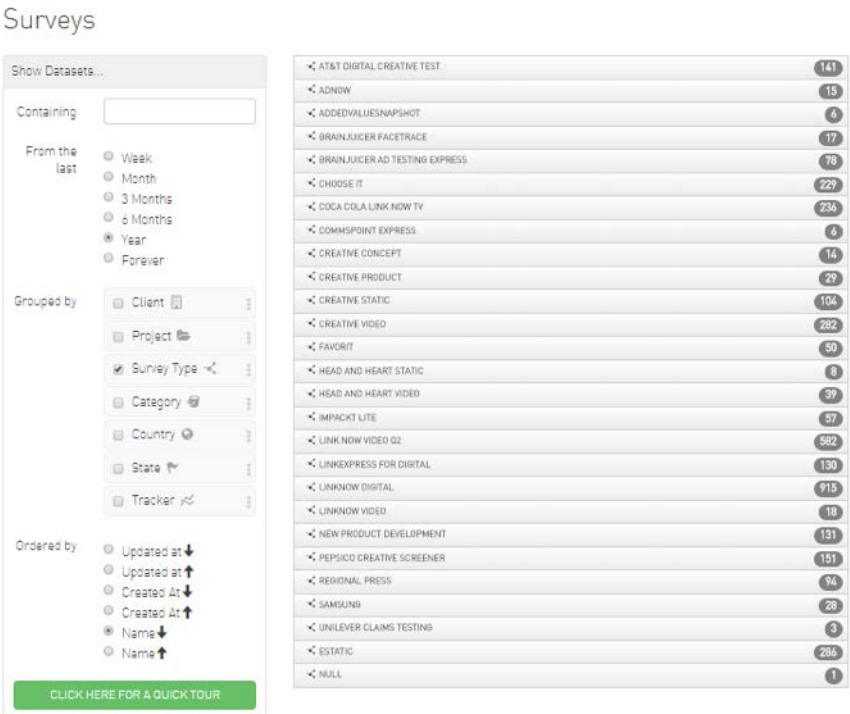
You can access your report once 10 completes have been achieved and watch it update in real time.

To access your report, log in to your ZappiStore account and click on the **'Reports'** button in the top right-hand corner of the screen. You will then see a list of all of your available reports.

Once you have achieved total completes, please wait around 15 minutes to allow final completes to filter to reporting platform.




Click on the **'View'** button next to the relevant report and your report will open.

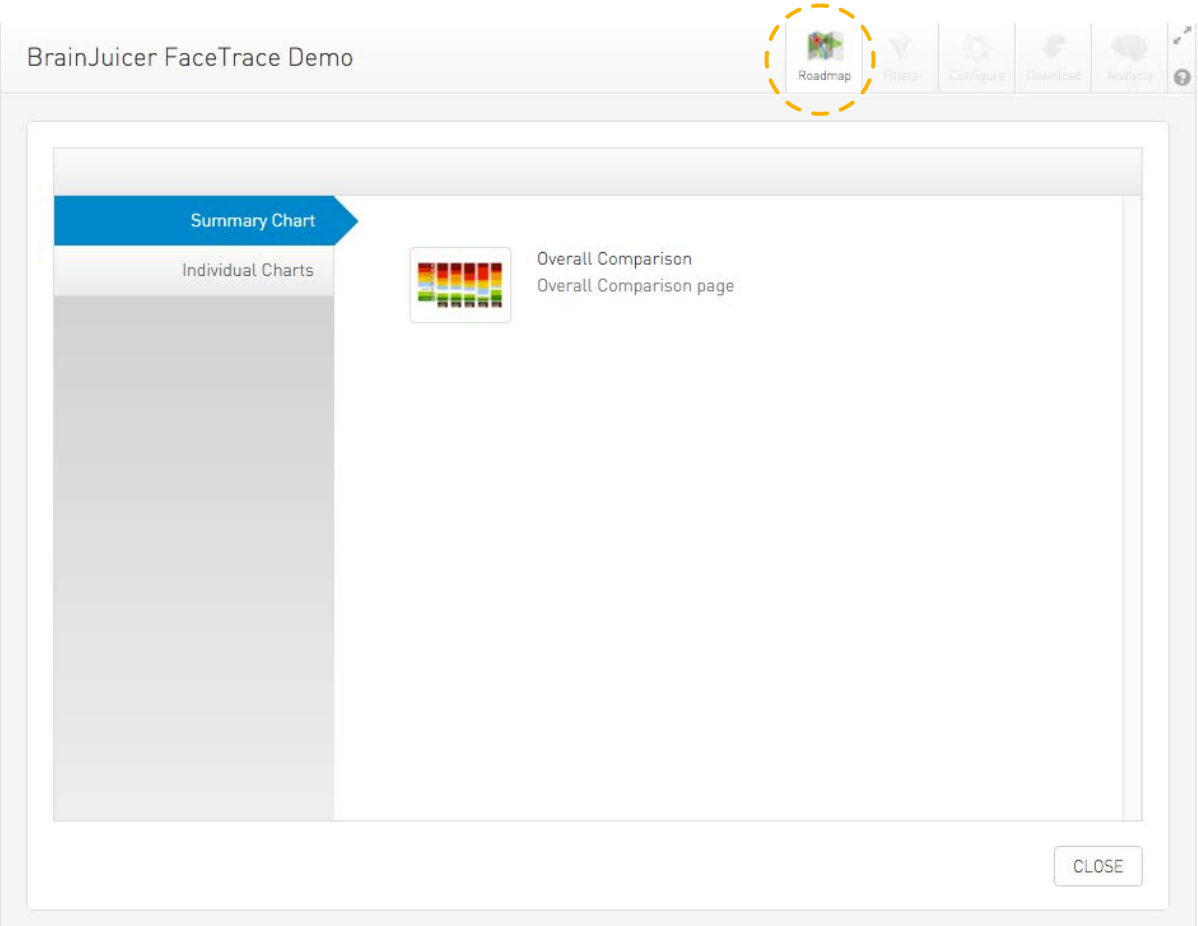



**NB Reports will display in reverse chronological order, the most recent at the top of the list.*

*Please note, only draw conclusions from finalised reports.*

# ROADMAP

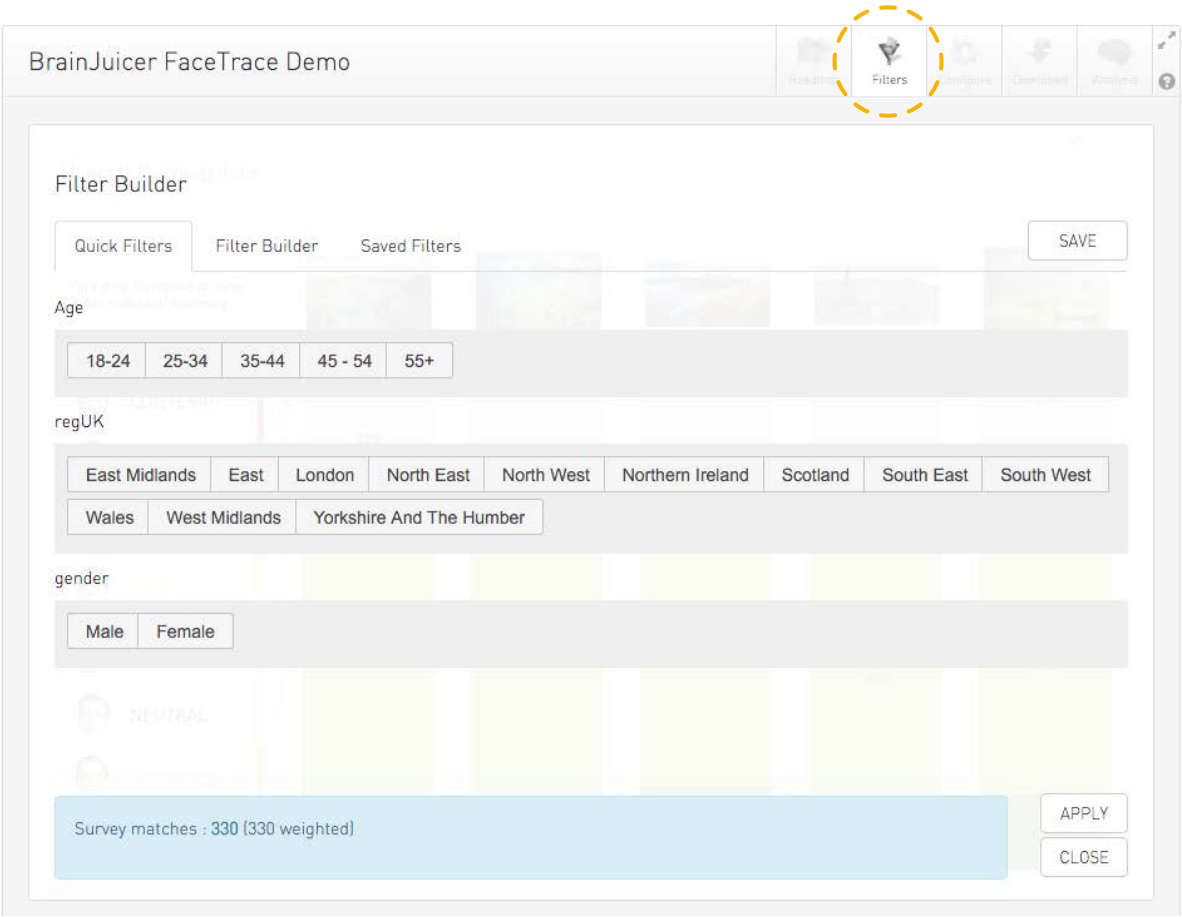
This is the central point to navigate through your report. Return here to change slides and jump to different sections. If you wish to remain on your current slide, simply press **'Close'**.



# FILTER

- For a specific slide.

  Once you have selected a slide, click on the **'Filters'** button to configure the demographic filters for the current slide.

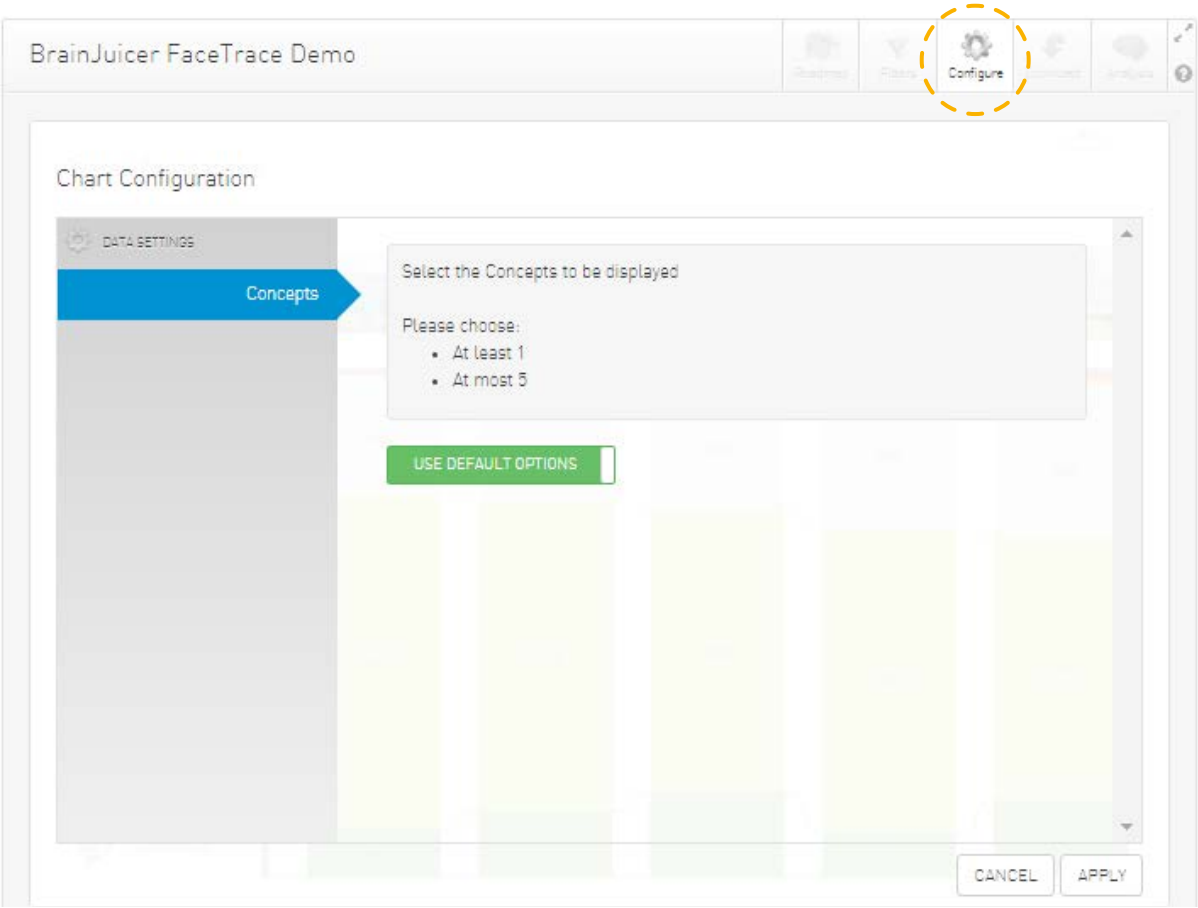



- For the entire deck.

  Click on the **'1-Click Export'** button (see Download Options) and select the **'Save Filter'** arrow. Then simply configure the demographic filters, select **'Save'** and download your deck.

# CONFIGURE

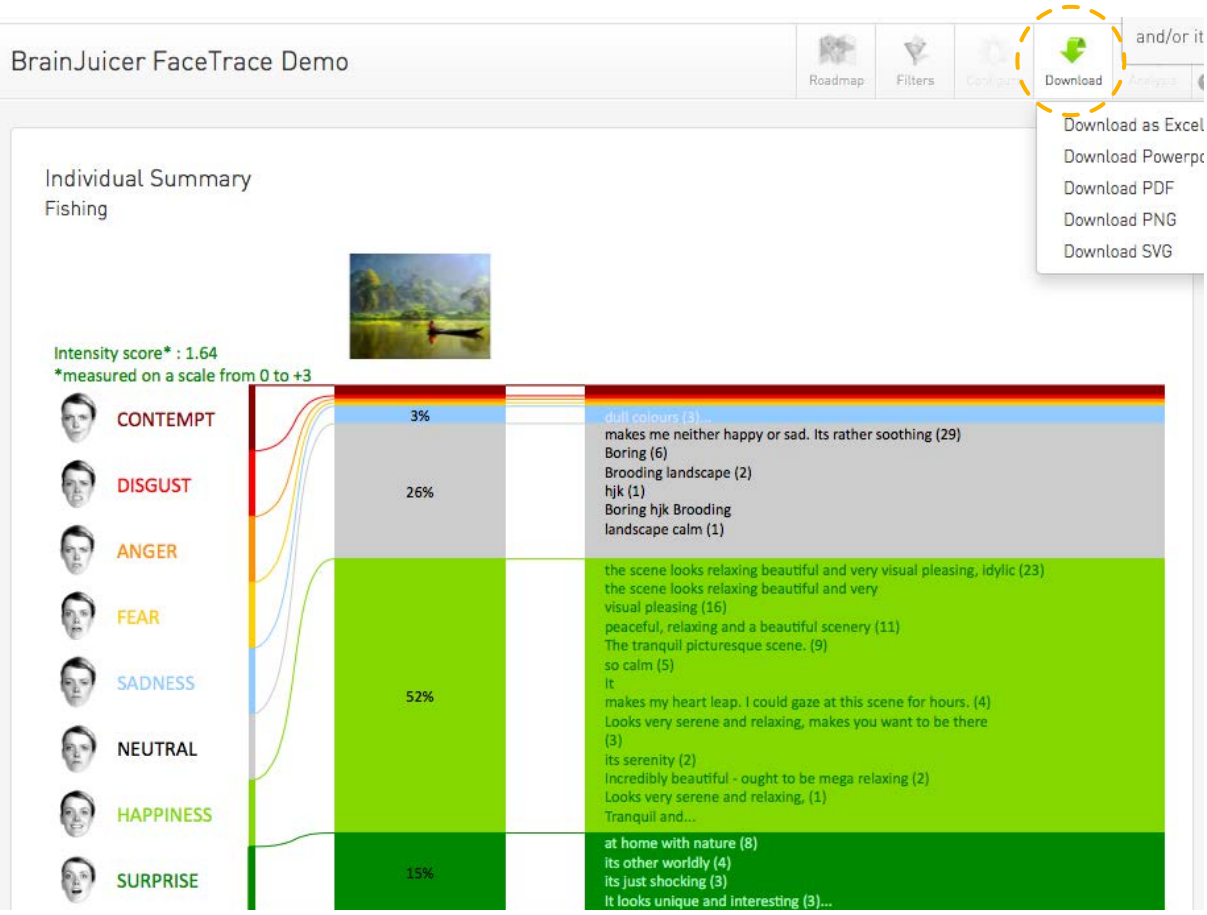
Select the inputs to be displayed in the current slide or use the default option.



# DOWNLOAD

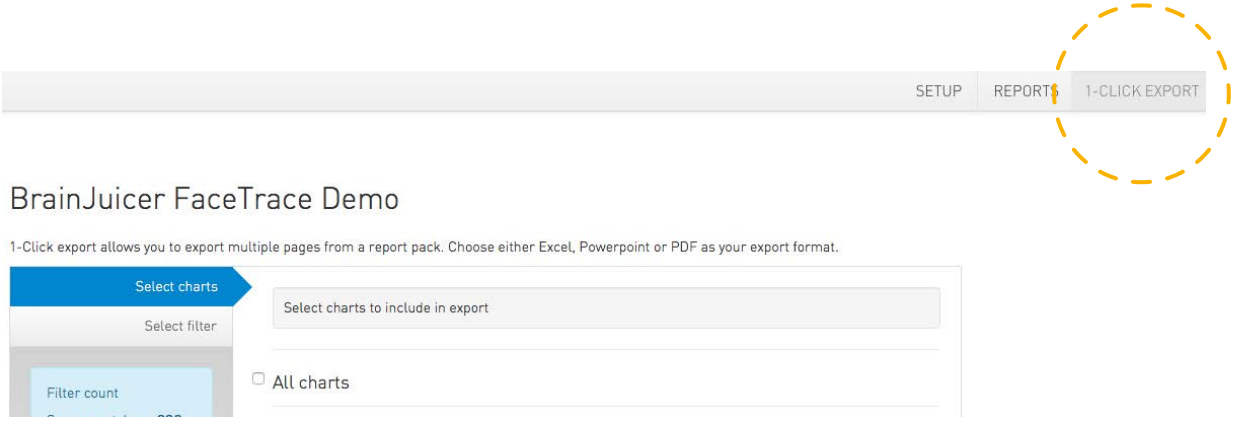
- For a specific slide:

  Click on the **'Download'** button and select from the various available options.



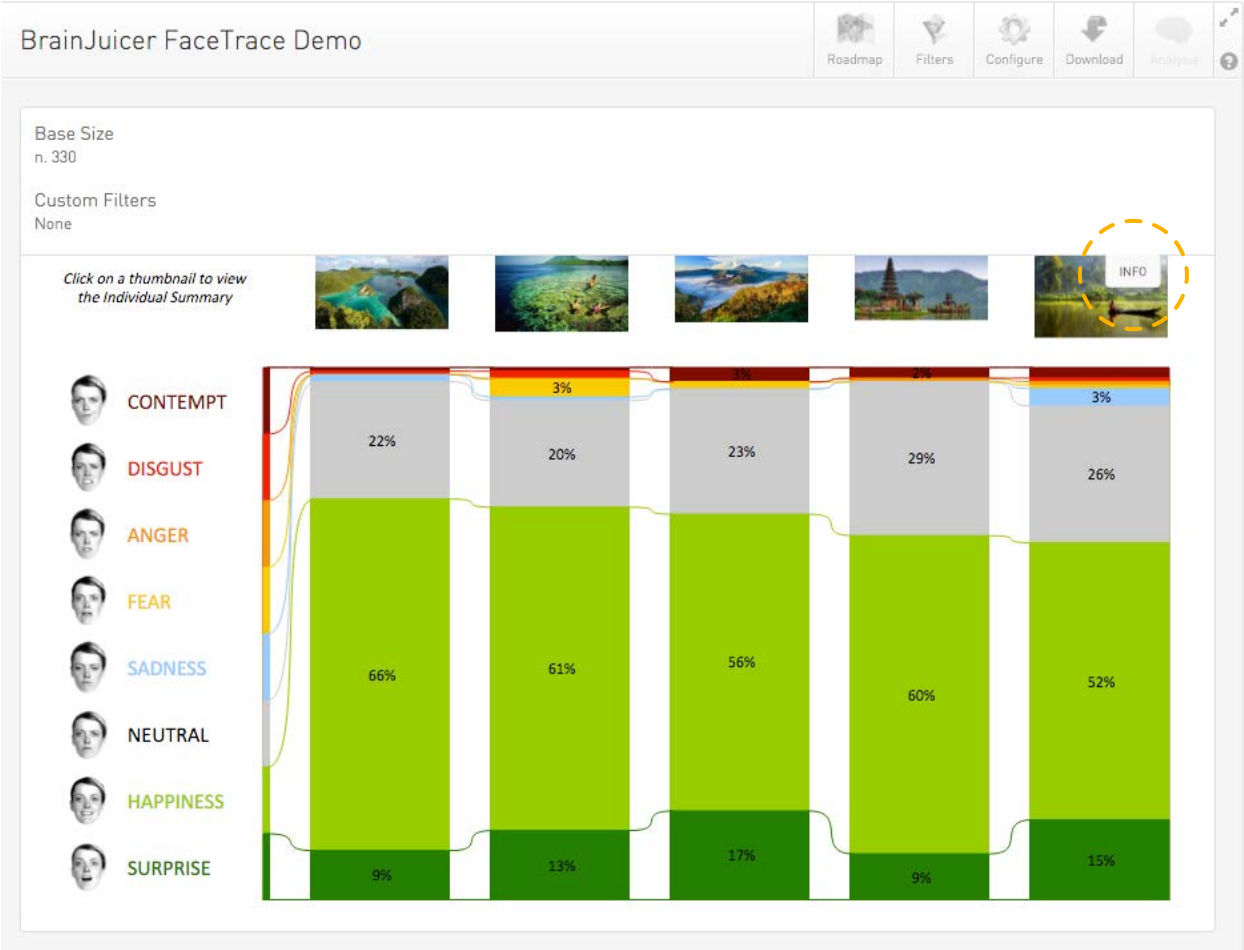

- For the entire deck:

  Click on the **'1-Click Export'** button in the top right-hand corner of the screen. Select **'All Charts'** or just select the specific charts that you are looking. Once you have selected a slide the download options will display below.



# FINDING YOUR BASE SIZE

To view your base size for any slide, just hover over the **Info Tab** and your base size will be displayed there.




If the report has been downloaded, the base size will be displayed in different places depending on format :

- PowerPoint : The base size will be displayed in the notes for each slide
- Excel : The base size will be displayed in the notes above the data
- PDF : The base size will be displayed in the notes below the slide image
- URL Deck : The base size will appear in the same **Info Tab** functionality as the online reporting platform

# KEY CONTACTS

## ZAPPISTORE

For configuration help, new target group setup, or general questions please contact:

AMERICAS
Andrea Tambourine – Client Excellence - Andrea.Tambourine@zappistore.com
Dan Queiruga – Client Excellence – Dan.Queiruga@zappistore.com

EMEA
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Kseniya Durna - Client Excellence - Kseniya@zappistore.com

APAC
Kacey Leong – Client Excellence - Kacey@zappistore.com

For new strategic partnerships please contact:

AMERICAS
Ryan Barry – SVP – Ryan.Barry@zappistore.com

EMEA
Paul Albert – SVP – Paul.Albert@zappistore.com

APAC
Roxan Toll – SVP – Roxan.Toll@zappistore.com

GLOBAL
Christophe Ovaere – CMO – Christophe@zappistore.com

## BRAINJUICER

Please contact Emma Cooper (emma.cooper@brainjuicer.com) or the general zappistore@brainjuicer.com email if you have any queries about BrainJuicer on ZappiStore.

If you are interested in working with BrainJuicer on a full service Market Research project, please contact enquiries@brainjuicer.com.

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